Account Reviews: The Way to Grow your Business and Protect from E&O
Page 5
There Is No Comparison

PIN provides MORE of what it takes to succeed as an independent agency, delivering MORE revenue and value.

To learn how we can help you increase your agency income and value, contact Jon Pappas today.

443.692.4000 | jpappas@pinsiaa.com
www.pinsiaa.com
In This Issue

4  Chairman's Message
5  Account Reviews: The way to grow your business and protect from E&O
7  2019 End of Session Overview
10  Ask Pat
13  Tidbits
17  Getting to Know the New YAC
18  YAC Hosts a 'Tecknowledge' Seminar at RCM&D
21  Follow the Leader: Reducing E&O Exposures from the Top Down
24  Education Corner

ADVERTISERS

IIAMD would like to THANK all of our advertisers for their continued support! The Maryland Messenger would not be possible without them.

Berkshire Hathaway GUARD Insurance Companies
Potomac Insurance Network, Inc.
Preferred Property Program, Inc.
Builders Mutual
Insurance Brokers Service Corporation
Chesapeake Employers Insurance Company
FCCI Insurance Group

The Maryland Messenger is a bi-monthly publication published for the exclusive use of regular and associate members of the Independent Insurance Agents of Maryland. Publication of any article, letter to the editor or advertisement in the Maryland Messenger should not be deemed as an endorsement by IIAMD of the opinions expressed or product advertised. Questions and comments should be directed to the editor; Rebekah Langford.

Editorial Office
2408 Peppermill Drive, Suite A
Glen Burnie, MD 21061
(P) 410-766-0600 | (F) 410-766-0993
Email: rebekah@iiamd.org | www.iiamd.org
Chairman's Message

NAME RECOGNITION...

I recently attended a business Expo in our area that was sponsored by a local Chamber of Commerce. I noticed a lot of company name branding & re-branding that I recognized. I think it was one of the most effective ways to put their company name out in the public. Name recognition is vital to market ones business as well as their products and services. Some have chosen to recreate a new brand or logo for a change in perception of their company.

Let’s take Dunkin Donuts as an example. They are known for donuts. But now, coffee sales is more lucrative for them that they rebranded as DD or Dunkin. They also serve breakfast sandwiches but maintain the donuts as part of their brand. Then some have maintained the brand like Mickey Mouse of Disney. From Mickey’s inception in the 1920s to today, everyone knows Mickey Mouse and the fantasy world he represents in Walt Disney World.

Growing up in the Philippines, we always use the word Colgate when referring to toothpaste. Not until I came here to the U.S. did I learn there are more brands of toothpaste in the market. Our household was so dedicated to one brand that it became synonymous to their product.

In our industry, we believe that the loyalty of our clients rely on the great service we provide them. The choice of companies within the agency is also a plus based on the name recognition and reputation of the insurance company. Wouldn’t it be wonderful if people can recognize our name synonymous to quality insurance choice and service?

A Call to our General Membership Meeting

Pursuant to Article III, Section 1 of the bylaws of the Independent Insurance Agents of Maryland (IIAMD) notice is hereby given that a meeting of the Membership of IIAMD will be held at IIAMD Headquarters, 2408 Peppermill Dr., Ste A, Glen Burnie, MD. 21061, on June 12, 2019. The Membership meeting will begin at 11:00 a.m.
Account reviews are important for your staff to do on a regular basis with customers. Customers have changes in their lifestyle or business and they are not always thinking about how this may affect their insurance coverage. Your clients are not holding things from you, they just did not know that you needed to know that information. As an insurance professional it is your responsibility to uncover those changes. Your E&O carrier, will tell you that “renew as expiring” is a deadly term for the insurance agent. Most policies automatically renew, and although administratively it is a great thing, we still need to be contacting our clients to be sure that the coverage suits their needs. When doing account reviews there are several goals that we want to accomplish, meaningful conversation, discover uncovered exposure, cross sell and upsell.

First of all what is a meaningful conversation. To me a meaningful conversation is a conversation that adds value to the client and to us. It starts with building the rapport. Some of your clients you speak with frequently, but there are others that this maybe the only time you talk with them all year. After building rapport we want to discuss what has changed in the past year, maybe they have had a child bounce back home, or they have retired, or purchased a trampoline. With their business they may offer a different product line or hired additional employees. Then we discuss their goals, in personal lines we may talk 1-2 years out and for commercial we may be talking 3-5 years. They may want to retire, go back to school, get married or they may need to open a new warehouse or move locations. We use this as an opportunity to point out how these changes may affect their insurance and the things that they need to consider that they may not have thought about.

The account review time is an excellent time to update contact information. Client change their cell phone number now days like they change their clothes. We use this opportunity to make sure that we have the best contact number, email address and permission to text for the insured and the other policy holders. In addition, we ask them their preferred method of contact. For some clients it is text, other email, other call them. So we want to know what is the best way to reach them, so when we need them or an issue arises we can get in touch with them and we are communicating with them in the way that they want to be communicated with.

We know that the best way to build retention is to have more policies for each one of our clients. So we use the

(Con’t on page 6)
account review to discuss the discounts or gaps in protection the insured may have by not having all of their policies with the same agent. If they are not open to discussing those other lines, we at least get an approximate x-date and note it in our CRM system so that automatic follow ups happen. If you are not telling your clients that you offer other lines of coverage, they don’t know. You may have been referred to them by their mortgage broker when buying a home and they don’t know that you offer auto insurance or maybe they have their business with you and never knew that you offered personal lines or life and health. Don’t assume that your customers know what services you offer make sure that you use the account review to remind them. In addition on the review process we use this as an opportunity to discuss with the insured new coverages or options that the carrier has available. When you wrote that home 3 years ago, service line was not available but now it is. Don’t rely on the additional paper included in the renewal package from the carrier to cause your client to call. This is a great opportunity to let them know about additional coverage that is available and to make an upsell. Your client will appreciate you looking out for them and the agency will appreciate the increased premium.

Finally, on reviews we are looking for referrals. Everyone needs insurance, so everyone knows someone that needs insurance. However, if your review felt like an unsolicited sales call you are less likely to get the referral, but if your client felt like you were looking out for them and that this was a meaningful conversation getting a referral is easy.

People generally hang out with other people like them. So one of the easiest ways to grow your book is by developing your referral base. Asking every preferred client for a referral will be rewarded, you may not get a referral at the end of the call but your client will be thinking about it and when someone mentions insurance you want them to mention you.

A successful account review call or appointment can be mutually beneficial for you and your customer and by making suggestions of coverage and documenting them, even if declined will help you if your client has an uncovered claim later. Remember, that just because your client turned down a recommendation last year, does not mean that you should not offer it again this year. Happy reviewing!

Preferred Property Program can help you procure Umbrella coverage for your insureds with an AXV A.M. Best rated carrier for the following types of risks:

Developer Sponsored Boards
Master Associations
High-rise Associations & Apartments to 35 stories are eligible and more

Limit options ranging from $5 million to $50 million
Coverage can include excess D&O • General Liability • Auto • Employee Benefits
Employers Liability, Including Employment Practices Liability*
("if covered under the D&O)
Follow Form EPLI is available only up to $25 Million limit

In 2016 we partnered with American Union Risk Underwriters (AURA) located in Florida. With our new partner we can now also offer our comprehensive Umbrella, with unsurpassed service and for the following types of risks:

Hotels • Motels • Timeshares • Lessor’s Risk Enclosed Malls Shopping Centers
Retail • Office Buildings • Warehouses • Light Industrial Apartments

Limit options ranging from $5 million to $100 million

For information on our AURA program, contact our experienced underwriter Tom Clementi at 877-506-1430 or visit our website, www.aurains.com

A subsidiary of
JGS
101 Crawfords Corner Road, Suite 1300
Holmdel, NJ 07733

For more information contact our team of Underwriters
888-548-2465
www.ppp-quotes.com

Preferred Property Program®
April 8, 2019 marked the end of the legislative session for the Maryland General Assembly. Although the work of the legislature continued, the mood of the day was dampened by the passing on April 7th of the longest serving Maryland Speaker of the House, Michael Erin Busch. This sad event marked the end of an unusual session. With so many new legislators and Senate President Miller announcing on the first day of session he is battling cancer, it wasn’t business as usual. Bill hearings didn’t get going in earnest until very late which caused a log jam on legislation and opportunities for commotion and confusion. Despite all this activity, IIAM members fared well as shown in the summaries below.

**Senate Bill 29, Insurance-Licensure of Insurance Producers and Public Adjusters-Continuing Education Requirements:** This bill was introduced by the Maryland Insurance Administration (MIA) as an attempt to address the problem of insurance producers waiting until the last day before their deadline to complete the required continuing education (CE) credits. It was passed both Chambers with amendments requiring producers to complete their CE credits 15 days prior to the expiration of their license. Bill hearings didn’t get going in earnest until very late which caused a log jam on legislation and opportunities for commotion and confusion. Despite all this activity, IIAM members fared well as shown in the summaries below.

The IIAM opposed the legislation because we do not feel that the bill, as originally drafted and as amended, adequately addresses the problem. That said, the legislation requires the MIA, in consultation with the IIAM and other producer associations, to study and report to the legislature on the adequacy and effectiveness of course offerings for insurance producer CE, including an examination of the role of organizations of insurance producers in providing and reviewing such course offerings. This language was in response to concerns producer associations raised with respect to the quality of CE offerings by smaller course providers.

**Senate Bill 607/House Bill 191, Homeowner’s Insurance – Discrimination in Underwriting and Rating – Status as Surviving Spouse:** This legislation provides that an insurer for homeowner’s insurance may not increase the premium for an insured who becomes a surviving spouse based solely on the insured’s change in marital status. The legislation will take effect on January 1, 2020.

**Senate Bill 247, Rental and Replacement Vehicles – Age-Based Service Determinations - Prohibition:** This legislation, which is awaiting the Governor’s signature, prohibits an auto repair facility or a vehicle deal from refusing to loan a replacement vehicle or charge a high fee for a replacement vehicle due to age.

**Senate Bill 328/House Bill 38, Labor & Employment-Noncompete and Conflict of Interest Clauses:** This legislation, as introduced, sought to prevent an employer from including in an employment agreement a non-compete or conflict of interest for employees making less than or equal to $15.00/hour or $31,200 annual salary. IIAM opposed this bill as insurance agencies often are small businesses that require the use of all employees, regardless of pay, having access to sensitive customer information. Such provisions in an employment agreement are vital to protect the interests of these small business. Both bills were amended to state “THIS SECTION DOES NOT APPLY TO AN EMPLOYMENT CONTRACT OR A SIMILAR DOCUMENT OR AGREEMENT WITH RESPECT TO THE TAKING OR USE OF A CLIENT LIST OR OTHER PROPRIETARY CLIENT-RELATED INFORMATION.” With the introduction of the amendment, the IIAM withdrew its opposition.

(Con’t on page 8)
Another amendment provided that “this Act may not be construed to affect a determination by a court in an action involving a noncompete or conflict of interest provision that is not subject to the provisions of the legislation.” This was a clarifying amendment to limit the scope of the legislation.

**Senate Bill 280/House Bill 166, Labor and Employment – Payment of Wages – Minimum Wage and Enforcement (Fight for Fifteen):** This legislation requires employers to pay a minimum wage of $15/hour by 2025. It gives small employers, defined as 14 or fewer employees, to meet the requirement by 2026. The Governor promptly vetoed these bills but the legislature overrode the veto.

**House Bill 379, Maryland Automobile Insurance Fund – Commercial Policies – Notice and Quotes:** This bill provides that if a commercial policyholder requests a rewritten policy with MAIF, but the policyholder’s insurance producer is unable to complete the request, then MAIF must provide the producer with a rewritten policy quote within seven days after it has all the information to do so from the producer.

**Noteworthy Failed Legislation**

**Senate Bill 786/House Bill 1127, Financial Consumer Protection Act of 2019:** This would have imposed upon insurance producers a fiduciary standard and a duty to act in the best interest of the customer without regard to the financial or other interest of the person or firm providing the advice. The legislation also directed the Securities Commissioner of the Division of Securities (“Securities Commissioner”) to adopt regulations to carry out the fiduciary duty required under the bill. Additionally, the Securities Commissioner is required to adopt regulations (1) defining, requiring, prohibiting, or excluding an act, practice, or course of business of an insurance producer; OR (2) designed to prevent a person from engaging in acts, practices, and courses of business in violation of this section. The legislation was voted unfavorably, but I expect it to come back next year.

**House Bill 249, Condominiums-Responsibility for Property Insurance Deductibles:** This bill sought to increase the $5000 limit of the Condominium Associations’ deductible to $25,000 if the bylaws expressly state so. We opposed this bill as originally drafted but removed our opposition when it was amended in the House to limit the deductible to $10,000 and eliminate the inclusion of the condominium bylaws. The legislation, however, did not make it out of the Senate Judicial Proceedings Committee.

**Senate Bill 102 Courts – Direct Action Against Automobile Insurer:** This legislation, as amended in the Senate, would have made any automobile insurance policy be construed to make the insurer directly liable, within the terms and limits of the policy, to third-party claimants. The IIAM opposed the legislation due to the likelihood of increased jury awards and therefore an increase to the cost of insurance.

The bill was assigned to two committees in the House and did not receive a vote in either.

**Senate Bill 233/House Bill 329, Motor Vehicle Insurance-Discrimination in Underwriting and Rating-Use of Occupation or Education Level:** These bills sought to prohibit a private passenger motor vehicle insurer from using an applicant’s or insured’s occupation or education level to refuse to underwrite, cancel, refuse to renew, rate a risk, or increase the renewal premium of a motor vehicle insurance policy. We opposed this bill because the private passenger motor vehicle insurance market is very vibrant and competitive. Consumers have an abundant choice of carriers from which to choose for obtaining insurance. IIAM does not support any legislation that could negatively impact a healthy market which gives the consumer an ability to find the best policy that fits his/her own needs at a competitive price.

Although both bills were killed in the Senate Finance Committee, we expect them to be brought up again next session.

**Senate Bill 235/House Bill 351, Motor Vehicle Insurance – Use of Credit History in Rating Policies:** This legislation, which has been introduced in prior sessions, would have prohibited an insurer with respect to private passenger motor vehicle insurance from refusing to underwrite, cancel, or refuse to renew a risk, in whole or in part, on the credit history of an applicant or insured. It also would have prohibited an insurer from rating a risk, in whole or in part, on the credit history of an applicant or insured in any manner, including 1) the provision or removal of a discount; 2) assigning the insured or applicant to a rating tier; or 3) placing an insured or applicant with an affiliated company. The House bill received an unfavorable report in the House Economic Matters Committee and the Senate bill never received a vote in the Senate Finance Committee.
Don’t slip up and land in court.

Sign on to E&O Happens to safeguard your agency.

One false move can land your agency in court facing a professional liability lawsuit, costing you valuable time, energy and resources. But many common missteps can be easily avoided. Big “I” Professional Liability provides the E&O Happens Risk Management Website, featuring more than 700 pages of insurance agency risk management information, available exclusively, and at no cost, to Big “I” members. Features include:

- Claim examples
- Risk management articles
- E&O Claims Advisor newsletters
- Sample disclaimers
- Sample customer letters
- Webinars and podcast archive

Log into www.iiaba.net/EOHappens.
TRAVEL AND CANNABIS EDIBLES

So I have been traveling recently—mostly for business—but I am certainly thinking about the lazy, crazy, days of summer and where I should spend my way too limited vacation time. I have not decided where I will go. I might go to a pilgrimage tour of Ireland, a road trip across the country or to visit my brother in Colorado. Each has its pleasures and pains, but I am looking for a three-sided coin to help me decide where to go. As I was considering what should be the vacation roads not taken, I considered two travel issues related to insurance.

The first issue that I considered was the issue of travel insurance. On December 19, 2018, the National Association of Insurance Commissioners (“NAIC”) adopted a Travel Insurance Model Law (“Travel Ins. Model Law”) after three years of development in the Travel Insurance Working Group. Largely based off the National Council of Insurance Legislators’ (“NCOIL”) March 2017 version, the NAIC Travel Insurance Model Law intends to create a foundation for states to enact regulations to help travel insurance align with the needs of consumers. The Model Law classifies travel insurance as an inland marine line of insurance for the purposes of form and rate filings. Travel Ins. Model Law § 9(A). If the travel insurance policy covers sickness, accident, disability or death occurring during travel, either exclusively or in conjunction with related coverages of emergency evacuation or repatriation of remains, however, the policy may be filed as either an accident and health product or as an inland marine product. Id. Additionally, the NAIC Travel Insurance Model Law sets forth standards for a Limited Lines Travel Insurance Producer License with which insurance producers can sell, solicit, and negotiate travel insurance. Id. § 4.

The NAIC’s approval of the Model Law has already impacted the regulation of travel insurance in Maryland as the legislature in 2018 made changes to the insurance article bringing Maryland largely into line with the NAIC’s Model Law. Md. 90 Day Report, 2018 Sess., Part H, Travel Insurance (“In an effort to modernize the regulation of travel insurance as recommended by the National Association of Insurance Commissioners, Senate Bill 652/ House Bill 979 (both passed) establish an updated regulatory framework for the sale of travel insurance in the State.”); see also Md. Code, Ins. §§ 10-101(j), 10-122, 19-1001—1005. As a result of these changes, Maryland regulates limited line travel insurance in virtually the same fashion as NAIC’s Model Travel Insurance Law. Like the Model Law, Maryland requires that this training contain “at a minimum, instruction on the types of insurance offered, ethical sales practices, and required disclosures to prospective customers.” A Limited Lines Travel Insurance Producer, in both Maryland and under the Model Law, is responsible for the acts of the Travel Retailer and is tasked with using reasonable means to ensure compliance by the Travel Retailer with the law. Although slightly different from the Model Act, those
selling travel insurance in Maryland cannot engage in any conduct express or implied that would lead a customer to believe travel insurance is required.

It has almost become my custom now to buy travel insurance whenever I book a vacation that is more than my usual business travel stay at a Hampton Inn. It gives me peace of mind to have travel insurance—which is what I strive for in vacation. Of course there are those who will suggest I take a differing route to stress relief—namely, the Colorado cure!

I was surprised on recent visit to Colorado as to how many cannabis products are being sold. (In case anyone is tracking my habits, I base my cannabis observation on articles and news programs, not personal experience). And every new product brings with it new insurance concerns. Insurance adjusters are now reporting claims of indirect injury and loss from edibles containing cannabis. Apparently, some people consume an edible and it does not immediately produce results. So they eat another—and then another. Overdoes have been reported. And, of course, there are the issue of impaired drivers who consume edibles. Claims adjusters are more frequently requesting that defense lawyers consider the issue of edibles in their questioning of their client and the injured parties.

So that leads me to this important question—is there a travel insurance product that would provide coverage for those consuming cannabis edibles? If not, I suspect that someone will issue such a policy within a year.

To all my readers who are approaching this vacation season: Plan, be safe and most importantly relax. And remember to try to turn off your cell phone. Your work will be waiting for you when you return.
Selective makes the transfer process easy and profitable for IIABA members. Selective does not use any third party administrators for our processing, which allows us to tailor a transfer plan that works for both you and your customers. Our team will work directly with your agency to collect the required underwriting documents. Then our rollover underwriting team will handle the processing, including sending out a letter to your customers letting them know of the change. We also provide you with a real-time rollover tracking report to help monitor the status of the transfer.

Selective offers competitive commissions and transfer incentives for rollover business.

Selective began writing flood insurance in 1984 and has been the IIABA endorsed flood carrier since 2001. Point, click, roll and join us today!

“Our agency was approached by our Selective territory manager, Gregg Porter, to roll a portion of our flood business from another carrier to Selective. We were pleasantly surprised at how easy and seamless the whole process was. Gregg came into our office and basically did all the work for us. We had a high success rate and couldn’t be happier with Selective. Their customer service representatives and underwriters are very knowledgeable, friendly and always helpful. We are very satisfied with the whole experience and with Selective!” – IIABL Member

To discuss transfer opportunities, or to place new flood business with Selective, contact:

Don Burke
National Flood Marketing Manager
Selective Insurance
don.burke@selective.com
(765) 577-0330

Point. Click. Roll.
Point to www.iiaba.net/Flood. Click the “sign-up” tab. Roll your current WYO flood book.

FLOOD.
BIG i
SM

Response is everything.
Al Redmer, Jr. Reappointed for Another Term as Maryland Insurance Commissioner

ANNAPOLIS – The Maryland Insurance Administration today announced that the Maryland State Senate voted to confirm Al Redmer, Jr., for another term as Maryland’s Insurance Commissioner where he will oversee the independent agency’s 266 employees and an annual budget of $31 million.

Nominated as part of the “green bag” process by Governor Larry Hogan, Redmer will need to be sworn in. His next term as Maryland's Insurance Commissioner runs through May 31, 2022. He previously served as Commissioner from June 2003 until October 2005 and again from January 2015 until present. Commissioner Redmer is also a member of the Governor’s Sub-Cabinet on International Affairs and sits on the Board of Directors of the Maryland Health Benefit Exchange.

“I am humbled and honored to serve the citizens of Maryland for another term as Insurance Commissioner,” Redmer said. “I appreciate the Governor’s confidence and the vote of confidence provided by the State Senate. However, this is a total reflection on the great work that is accomplished every day, by the dedicated men and women of the Maryland Insurance Administration. With their hard work we’ve made great strides in my last term to make the marketplace more competitive while also protecting consumers. The team at the Maryland Insurance Administration is one of the country’s most talented teams of regulators and subject matter experts; we will continue to work diligently with the Governor, the General Assembly, consumer advocate groups and industry on the most important issues related to insurance.”

A respected businessman and former member of the Maryland General Assembly, Commissioner Redmer managed Redmer Insurance Group, LLC, and owned Redmer Financial Group. His business experience includes forty years in the insurance business.

During his 13-year tenure in the General Assembly representing Baltimore County, Commissioner Redmer served two years as the House Minority Leader. Throughout his career, he has stayed involved in numerous community and nonprofit organizations.

Nationally, Redmer is a board member at the National Insurance Producer Registry (NIPR). He also represents the state’s interests as an active member of the National Association of Insurance Commissioners (NAIC).

A native Marylander, the Commissioner lives in Baltimore County. Together, he and his wife have five grown children and seven grandchildren.
FCCI Insurance Group Marks 60th Anniversary

Milestone Marks Company’s Legacy of Growth and Service

SARASOTA, FL — (April 10, 2019) FCCI Insurance Group, a company dedicated to delivering commercial insurance products to agency partners and policyholders in 19 states, kicked off its 60th anniversary celebration on April 3 from its Sarasota headquarters with a live feed to 850 teammates and partners in its regional footprint, featuring keynote speaker, author and leadership coach John C. Maxwell.

In his remarks opening the celebration, Chairman of the Board, President and CEO, Craig Johnson recognized FCCI’s devoted teammates and agents throughout the six regions where FCCI does business. “You are responsible for our six-decade landmark success and tremendous growth and the reason we are able to celebrate 60 successful years in the industry,” he said. “Our culture of keeping promises also translates into the focus our teammates have in giving back to the communities we serve.” In 2018 alone, 2,700 volunteer hours have benefited communities across all of the company’s regions.

A career-long dream, Johnson welcomed his admired leadership guru, John C. Maxwell, to share his insights and inspiration with FCCI’s team. According to Johnson, one of his favorite books is Maxwell’s 21 Irrefutable Laws of Leadership, noting it has fueled his own personal and business growth. Maxwell’s hour-long conversation at the celebration addressed key points from his latest book, Leadershift: The 11 Essential Changes Every Leader Must Embrace, highlighting that the future will be faster and shorter and being agile, flexible leaders in this fast environment will determine our success. He applauded FCCI’s legacy of keeping promises and building a unique culture, even including Johnson in his Minute with Maxwell series on the topic of culture.

In celebration, Johnson reaffirmed his excitement about where the company is headed. “We are fortunate to be viewed with great respect in the industry. From being the first to integrate risk control and nurse case managers into services offered to agents and policyholders, to developing Risk Management & Insurance curriculum at the university level to ensure a vibrant recruitment pipeline, along with FCCI’s in-house School of Excellence program, we will continue to advance innovative approaches to our business model while staying true to our history of keeping promises, and doing what we say we will do.”
Jon Jensen
Named Chair of International Agent Association

Earlier this month, Big “I” Chairman-Elect Jon Jensen was installed as the chairman of the World Federation of Insurance Intermediaries (WFII) in Rome. Jensen is the first Big “I” member to be chairman of the organization.

The Big “I” is a long-time member of WFII, an association of national agent and broker associations. Members of WFII include the Big “I” and the CIAB from the U.S., along with associations from Canada, Australia, South Africa, the United Kingdom, Germany, France, Spain, Netherlands, Italy, Brazil, Argentina, Mexico and more.

The WFII educates and lobbies numerous international insurance regulatory bodies, such as the International Association of Insurance Supervisors, the OECD and the United Nations. Top issues include agent/broker remuneration, cybersecurity and cyber liability, natural disasters, market conduct and more.

Some countries have banned the payment of commissions to agents and brokers and only permit fee remuneration and, as a result, some international regulatory bodies are looking at that model as well. International organizations impact regulation of agents and brokers in the U.S., as many of these bodies include state insurance commissioners and NAIC representatives.

Jensen will serve as chairman of the World Council, WFII’s board, until March 2020.

DAIS Joins Agents Council for Technology

Insurtech enabling agents and their business partners supports ACT’s program goals.

ALEXANDRIA, VA—DAIS is the newest company partner of the Independent Insurance Agents & Brokers of America’s Agents Council for Technology (ACT).

“ACT welcomes DAIS as a partner,” says Ron Berg, ACT executive director. “We look forward to working with DAIS to empower our members to do what they do best: find, guide, and service customers.”

DAIS is a Chicago-based insurtech startup building tools to make the $4 trillion dollar insurance industry faster, more connected and more productive. DAIS has recently released its first product—the Internet of Insurance, a risk syndication network which will connect agents and insurers on a shared network. DAIS’s mission is to upgrade the insurance agency with modern technology without disintermediating the agent’s role as this trusted advisor.

“As fellow entrepreneurs, we know how hungry independent agencies are for new technologies that can help them serve their customers and grow their businesses,” said Jason Kolb, CEO of DAIS. “As we near the launch of our agency platform, we are excited to expand our relationship with the Big I by partnering with ACT.”
GETTING TO KNOW THE NEW YAC

Morgan Quinn, CIC

Employer: Philadelphia Insurance Co
Title: Regional Sales Manager
Years in Industry: 8
Email: morgan.quinn@phly.com
Phone: 443-470-7047

How do you spend a perfect sunny day in Maryland?
Going hiking or having a picnic with my husband & two little boys.

Dream Concert:
Celine Dion!

Favorite Quote:
“Great things happen to those who don’t stop believing, trying, learning, and being grateful.” – Roy T. Bennett

Guilty Pleasure:
Crime Television

What song is on repeat on your playlist:
“How Far I’ll Go” from Moana

HOW DID YOU GET INTO INSURANCE?
My parents have been in the industry for over 30 years. I interned at the agency they worked for and became interested in insurance since it is something that everyone needs in one way or another, and it allows you to learn something about other industries by understanding their exposures. I figured the latter would help me connect better with people.

WHAT ASPECT OF YOUR JOB BRINGS YOU THE GREATEST JOY?
Helping the agents I work with to find a positive solution for their clients.

WHO/WHAT HAS BEEN YOUR GREATEST RESOURCE IN THE INDUSTRY?
My mentors within my company have been a huge resource for me, and my parents / agency partners have helped me gain knowledge of how the other side of the fence is viewed. I also think meeting with clients, whether through volunteer experiences or going out on new/renewal meetings, has helped get a better understanding of what their needs are.

WHAT ARE THREE TIPS YOU WOULD GIVE TO NEW YOUNG AGENTS?
1. Don’t be afraid to be told “no” or to fail.
2. Pick up the phone.
3. Be reliable and honest.

HOW DO YOU DEFINE SUCCESS?
I think success is figuring out what kind of person you want to be and how you want to live your life and looking at where you are today to see how it measures up with your own expectations.
YAC Hosts a 'Tecknowledge' Seminar at RCM&D

By Colleen Dunn

The Maryland YAC hosted a Technology & Cyber Liability seminar on 4/11 at RCM&D. The two hour educational seminar was kicked off with Ben Schmerler, Senior IT Risk Advisor from locally based IT firm, DP Solutions. Ben discussed strategies for preventing cyber attacks and presented real life examples of cyber breaches. He was followed by Tech & Cyber expert, Doug Schulkin, from Travelers. Doug discussed coverage gaps and hot topic coverages like Reverse Social Engineering, Phishing and Intellectual Property Theft. In tandem, the two presenters, were able to cover both spectrums of Cyber/Tech Coverage: the protection from cyber attacks and the coverage you need if the hacker is able to get through, giving the YACs in attendance an interesting & entertaining whole picture view of Cyber Risk.

The Maryland YAC would like to thank RCM&D for donating the space and Doug Schulkin from Travelers and Ben Scmerler from DP Solutions (based in Columbia, MD) for taking the time to come out and educate our YACs on the importance of protecting a client from all angles from Cyber Attacks. Please keep an eye out for future educational events presented by the YAC.

The Maryland Young Agents Committee is open to all licensed agents 40 years old and under or an agent who has been licensed less than 5 years in the state of Maryland. The YAC promotes education, charitable & social networking events within the Maryland Insurance Community. Their mission is to empower young insurance professionals, launch the next generation of independent agency leaders, build involvement in legislative issues vital to the future of the insurance industry and develop participation in the state and national activities of the Big “I.” If you would like more information on becoming a member, please contact Maryland YAC President, Scott Zilber at szilber@belmanklein.com.
2019 Annual Conference & Installation Dinner

Friday, June 14th
Turf Valley Resort - Ellicott City, MD

Conference Agenda

7:30am – 8:30am – Registration & Continental Breakfast

8:30am – 11:30am Morning CE Session
**Future Technology: Utilization, Implementation & Insurtech**
Speaker: Brian D. Bartosh - Top O’ Michigan Insurance Solutions
*Approved - 3 credits in MD (P/C & L/H), VA, DC (P/C & L/H) & PA*

11:45am – 1:45pm
Networking Lunch with Exhibitors

2:00pm – 5:00pm Afternoon CE Session
**Business Intelligence: Managing Data & It’s Integrity**
Speaker: Brian D. Bartosh - Top O’ Michigan Insurance Solutions
*Approved - 3 credits in MD (P/C & L/H), VA, DC (P/C & L/H) & PA*

5:30pm – 6:30pm
Chairman's Cocktail Reception

6:30pm – 8:00pm
Installation of 2019 Officers & Dinner

8pm – Entertainment
Sean Bott – Mentalist, Comedian & Entertainer

REGISTRATION TYPES:

- Full Day – Includes continental breakfast, morning CE session, lunch with exhibitors, afternoon CE session, cocktail reception, dinner & entertainment
- CE Pass - Includes continental breakfast, morning/afternoon CE seminar & networking lunch with exhibitors. Each seminar is approved for 3 hrs of CE.
- Dinner Only – Includes cocktail reception, dinner & entertainment

REGISTRATION FEES:

- **IIAMD Member Fee**
  - Full Day $150
  - CE Pass $100
  - Dinner Only $100

- **Non Member Fee**
  - Full Day $200
  - CE Pass $150
  - Dinner Only $150

Register today at www.iiamd.org/conference!
MEET YOUR SEMINAR SPEAKER

Brian Bartosh is President of Top O’ Michigan Insurance, based in Alpena, Michigan. Brian began his career in 1979 as an agent with his father’s agency. In 1980, Brian implemented the first agency management system.

Brian has served as chair of the users group for Applied Systems (now knows as Applied Client Network) and also previously as President in the last 1990’s. He has primarily focused on product development and implementation interface between agents and companies. He currently participates and leads many working groups in the industry to focus on enhancing the client experiences. He serves as secretary of the ID Federation (Sign On Once) and serves as industry liaison to ACORD for the ACORD Users Group Information Exchange (AUGIE). He also participates on the Agent’s Council of Technology (ACT) committee and other industry organizations such as ACORD, IVANS and others.

Brian has received both his Life Underwriters Training Council Fellowship (LUTCF) and Certified Insurance Counselor (CIC) designations. He also serves as a National Faculty Member of The National Alliance and presents on the topic of Agency Management.

MEET YOUR ENTERTAINMENT

Comedy Mentalist, Sean Bott grew-up in Saudi Arabia, where inhaling desert-dust and scorching-heat has severely warped his brain. The good news is, he can now provide training, tools sets, and inspiration that will reconnect you, your company, and your campus with humanity. He will help you solve the human disconnect created by world wide technological interconnectedness.

The LA Times describes Comedy Mentalist Sean Bott as "A crazy blend of Jack Black and Criss Angel, Amazing!" Sean has appeared on HBO, NBC, MTV, the CW, and in 127 Hours with James Franco. Having performed for and presented at over 1000 events in the corporate world in the past 9 years, Sean knows how to blend great laughter and amazing moments to create an unforgettable experience for companies large and small.

CURRENT EXHIBITORS:

If you would like to exhibit or sponsor our event visit www.iiamd.org/conference!
The Easiest Way to Collect Insurance Payments

ePayPolicy.com

Use referral code “iiamdmember” when signing up!
Follow the Leader: Reducing E&O Exposures from the Top Down

Most of us think we have a pretty good idea of what a good leader looks like in action. We may be hard-pressed to define leadership, but we’re proud members of the, ‘I know it when I see it’ school of thought. That’s okay. Sometimes it takes a 'rocket scientist' to put his finger on the painfully obvious, such as when Albert Einstein commented that “Setting an example is not the main means of influencing others, it is the only means.”

That advice is as true today as it was in Einstein’s time. If you want the next generation of your agency to find the path to success, you will let your example show the way. Good habits can take many forms, but a survey of our claim handlers highlighted five ways that they believe will help reduce or prevent E&O claims by showing younger members of your team how to do things the right way.

**Standard Operating Procedures.** Put ‘SOPs’ in place and make it clear that everyone needs to follow the rules – including you. Effective E&O prevention depends on having written standards and procedures, as well as written minimum standards for writing and servicing business. There should be a written procedure for every workflow in the agency: new business, renewals, rewrites, policy changes, claims handling, and cancellations to name a few. Thorough coverage check lists should be in place, easy to find and mandatory to use.

**Education.** Our research has demonstrated that ‘continuing education’ courses reduce E&O claims. For that reason, everyone at the agency should participate in ongoing and meaningful continuing education both to strengthen their knowledge of the products offered by the agency and to develop in-house expertise – and they should see you sitting front and center, taking notes. Additionally, continuing education should not be limited to substantive insurance topics, only, because everyone on your team needs to have a solid understanding of the agency management system so that they appreciate its importance. Finally, let your employees know that you, as an owner or manager of the agency, are always ready to learn something new. After all, given the dynamic nature of our business, the insurance professional who stops learning doesn’t stand still, he falls behind.

**Documentation.** Good documentation can save an agency in a bad situation. We know, we've seen it time after time. To be effective documentation has to be timely, detailed enough to capture both the essence of what was said, and should be reduced to writing contemporaneously by the person closest to the matter. All documentation should be kept in the same place and readily accessible to everyone who works with the account. It should also be clear and easily understood so that it paints an unambiguous picture of what was offered to the client and how he responded. A good example: when customers reject the coverage you have offered you should have them sign a rejection form and to keep it in the customer's file.

In our experience this piece of advice becomes harder to follow the longer you've been in the industry for at least two reasons. First, you think that you've worked with this customer long enough that they would never make a claim against you, but years of data tell us you’re wrong. Some of our worst claims come from our most experienced agents and their longstanding customers. Why is that? Because the years have taught you what your customer will and will not purchase, so you have grown accustomed to telling them what they want to hear, rather than what they need to know. Show your new agents that persistence and courage in the face of customer impatience go a long way towards preventing E&O claims (and can also increase sales).

**Consistency.** Improvisation is a great way for comedians to do business, but bad for insurance agencies. If your agency finds that a particular process works you should do it consistently. Incorporate it into a mandatory check list so that it is not forgotten. A simple example of this is following up with clients when their premium payment is due or past due. By following up with a client one time concerning an impending cancelation for non-payment, the agency arguably has created a duty to follow up every time there is a similar situation.

Take the situation where the agency has a client who has always made its homeowners insurance payment, but is often late, so the agency sends reminders of their payment each time. If the agency neglects to send a payment reminder the policy may end up being canceled for non-payment because the customer has grown accustomed to your reminder. That good deed does not go unpunished, because, when the – now uninsured -- house catches fire and burns to the ground, the customer inevitably files suit against the agency for its (Con’t on page 22)
To all of our independent agents . . .

. . . Any way you say it, we couldn’t do it without you!

(Mark Heimsoth is an assistant vice president, claims specialist with Swiss Re Corporate Solutions and works out of the office in Overland Park, Kansas. Insurance products underwritten by Westport Insurance Corporation, Overland Park, Kansas, a member of Swiss Re Corporate Solutions.)
CALLING ALL VENDORS!

Vendors are needed for our 2019 Annual Conference & Installation Dinner being held on June 14th at Turf Valley Resort in Ellicott City, MD. The theme of our conference is 'Navigating the Future of Technology'.

The 'Networking Lunch with Exhibitors' will be held from 11:45am-1:45pm. We have 18 exhibitor spots available at our upcoming event and we would love for you to be one!

Exhibitor Fees:
Member Fee: $500
Non-Member Fee: $700

INCLUDED:
- 8’ draped table w/ two chairs
- One conference registration
- Exhibit Hall open from 11:45AM - 1:45PM

Due to the limited number of spaces in the lunch hall, registration is on a first come, first serve basis. Your booth will not be reserved until payment is received in full. Booth selection will be based off when funds are received.

Registration MUST be completed online at www.iiamd.org/conference!

Conference Agenda

7:30am - 8:30am - Registration & Continental Breakfast

8:30am - 11:30am Morning CE Session
Future Technology: Utilization, Implementation & Insurtech
Presented by: Brian D. Bartosh - Top O’ Michigan Insurance Solutions
**Approved for 3 credits in MD (P/C & L/H), VA, DC (P/C & L/H) & PA

11:45am - 1:45pm - Lunch with Exhibitors

2:00pm - 5:00pm Afternoon CE Session
Business Intelligence: Managing Data & It's Integrity
Presented by: Brian D. Bartosh - Top O’ Michigan Insurance Solutions
**Approved for 3 credits in MD (P/C & L/H), VA, DC (P/C & L/H) & PA

5:30pm - 6:30pm - Chairman’s Cocktail Reception

6:30pm - 8:00pm - Installation of 2019 Officers & Dinner

8pm - Sean Bott - Mentalist, Comedian & Entertainer

If you have any questions please contact Kyrsten Langford at kyrsten@iiamd.org or 410.766.0600.
May/June Classroom CE Courses

May 7
Personal Lines Related Coverages (ACSR 3)
Pamela Dodge, CIC, CPIA, ACSR
9am-3:30pm (6 P/C)

May 15
Commercial Automobile Insurance (ACSR 8)
Don Dudey, CPCU
9am-3:30pm (6 P/C)

June 11
Commercial Lines Related Coverages (ACSR 9)
Sharon Gardner, AAI, ACSR
9am-3:30pm (6 P/C)

June 13
E&O Risk Management
Stanley Lipshultz, CPCU
9am-3:30pm (6 P/C)

Other Upcoming CE Seminars

In conjunction with the 2019 Annual Conference & Installation Dinner to be held on June 14th at Turf Valley Resort in Ellicott City, the following seminars will be offered:

The courses below are approved for CE in MD, DC, VA & PA!

Future of Technology - Utilization, Implementations, & InsurTech
June 14 - Turf Valley Resort, Ellicott City, MD
Brian D. Bartosh, Top O’ Michigan Insurance
8:30am-11:30pm (3 CE credits - MD (P/C & L/H), DC (P/C & L/H), VA & PA)

Business Intelligence - Managing Data & Its Integrity
June 14 - Turf Valley Resort, Ellicott City, MD
Brian D. Bartosh, Top O’ Michigan Insurance
2pm-5pm (3 CE credits - MD (P/C & L/H), DC (P/C & L/H), VA & PA)

Online Seminars

IIAMD offers over 100 online courses via WebCE. Check out our online catalog at www.webce.com/iiamd.
May ABEN Webcast Schedule

1 - Workers Compensation: Beyond the Basics
1 - Building Codes are Bad for Your Insureds
1 - Directors & Officers Liability Insurance
1 - Ethics & Business **NEW**
1 - Data Privacy Insurance
1 - Business Income: Beyond the Basics
1 - COPE Property Underwriting & Effective Loss Control
2 - Annuity Basics and Where They Fit
2 - Umbrella Excess: A Blanket of Protection? **NEW**
2 - Hot Topics in Personal Lines
6 - Long Term Care Insurance
7 - E&O Meeting the Challenges of Change (6 hr)
8 - Personal Lines Claims That Cause Problems
8 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 2 **NEW**
9 - BAP Symbols & Endorsements **NEW**
11 - E&O Meeting the Challenges of Change (6 hr)
14 - E&O - Roadmap to Policy Analysis - Part I **NEW**
14 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 1 **NEW**
14 - Ethics in Today's Changing Times
14 - Home Based Business Exposures
15 - Ethical Issues - Personal & Organizational **NEW**
15 - Business Auto Claims That Cause Problems
16 - Insurance & the Property Lease
16 - Certificates of Insurance - Emerging Issues and Other Stuff That May Scare You! **NEW**
16 - E&O Meeting the Challenges of Change (6 hr)
16 - COPE Property Underwriting & Effective Loss Control
16 - Building Codes are Bad for Your Insureds
16 - A Little of This, A Little of That: New Threats & Possibilities in Comm'l and Personal Lines Ins **NEW**
16 - Business Income: Beyond the Basics
16 - Workers Compensation: Beyond the Basics
16 - Top 5 Life Insurance Uses
21 - Rental Cars: More Than Meets the Eye
21 - E&O - Roadmap to Policy Analysis - Part II **NEW**
22 - E&O Risk Management – Meeting the Challenge of Change-Part 1 (3 hrs)
22 - A Little of This, A Little of That: New Threats & Possibilities in Comm'l and Personal Lines Ins **NEW**
22 - E&O Risk Management – Meeting the Challenge of Change-Part 2 (3 hrs)
23 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 2 **NEW**
23 - E&O - Roadmap to Policy Analysis - Part I **NEW**
23 - E&O - Roadmap to Policy Analysis - Part II **NEW**
24 - NFIP Program Changes & Refresher **NEW**
24 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 1 **NEW**
27 - Those Kids and Their Cars!
28 - E&O Risk Management – Meeting the Challenge of Change-Part 1 (3 hrs)
28 - E&O Risk Management – Meeting the Challenge of Change-Part 2 (3 hrs)
31 - Cyber Insurance Deconstructed **NEW**

Register online at https://iiamd.aben.tv/
June ABEN Webcast Schedule

3 - Long Term Insurance **NEW**
3 - Cyber Insurance Deconstructed **NEW**
4 - E&O Meeting the Challenges of Change (6 hr)
5 - Ethics & Business **NEW**
5 - Directors & Officers Liability Insurance
6 - Hot Topics in Personal Lines
6 - COPE Property Underwriting & Effective Loss Control
6 - Building Codes are Bad For Your Insureds
6 - Business Income: Beyond the Basics
6 - Workers Compensation: Beyond the Basics
6 - Umbrella Excess: A Blanket of Protection? **NEW**
6 - Annuity Basics and Where They Fit
7 - Data Privacy Insurance
8 - E&O Meeting the Challenges of Change (6 hr)
11 - Building Codes are Bad For Your Insureds
11 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 1 **NEW**
11 - Ethics in Today's Changing Times
12 - Personal Lines Claims That Cause Problems
12 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 2 **NEW**
13 - BAP Symbols and Endorsements
13 - Home Based Business Exposures
18 - Rental Cars: More Than Meets the Eye
18 - E&O - Roadmap to Policy Analysis - Part 2 **NEW**
19 - Ethical Issues: Personal & Organizational **NEW**
19 - Business Auto Claims That Cause Problems
20 - Insurance and the Property Lease
20 - E&O Meeting the Challenges of Change (6 hr)
21 - Certificates of Insurance - Emerging Issues and Other Stuff That May Scare You! **NEW**
24 - Those Kids and Their Cars!
25 - E&O Risk Management – Meeting the Challenge of Change-Part 1 (3 hrs)
25 - E&O Risk Management – Meeting the Challenge of Change-Part 2 (3 hrs)
26 - COPE Property Underwriting & Effective Loss Control
26 - Building Codes are BAD for Your Insureds
26 - A Little of This, A Little of That: New Threats & Possibilities in Comm'l and Personal Lines Ins **NEW**
26 - Business Income: Beyond the Basics
26 - Workers Compensation: Beyond the Basics
26 - Top 5 Life Insurance Uses
27 - E&O Risk Management – Meeting the Challenge of Change-Part 1 (3 hrs)
27 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 2 **NEW**
27 - E&O - Roadmap to Policy Analysis - Part I **NEW**
27 - E&O - Roadmap to Policy Analysis - Part 2 **NEW**
27 - E&O Risk Management – Meeting the Challenge of Change-Part 2 (3 hrs)
28 - NFIP Program Changes & Refresher **NEW**
28 - E&O - Roadmap To Homeowners Endorsements and Personal Inland Marine - Part 1 **NEW**
Meeting my customers where they work. Crafting each policy to meet different needs. Partnering with Builders Mutual insurance. 

That's how I get the job done right.

BuildersMutual.com
More than 20,000 Maryland businesses are receiving a dividend from Chesapeake Employers Insurance in 2018 & 2019 – ten million dollars a year to be paid out over two, consecutive years beginning with July 1, 2018 renewals. Many of these policyholders are small businesses whose loss ratios prove they have a commitment to workplace safety, preventing injuries, and helping their employees return to work. Financial strength and the potential to earn a corporate dividend, more good reasons agents can feel good about recommending Maryland’s largest writer of workers’ compensation insurance.

Connect with your local agent for a coverage quote today
or visit CEIWC.com